

Meeting Notice

Notice is hereby given that the Scottsdale Tourism Development Commission will meet at 8:00 a.m., Tuesday, October 19, 2004 at the City of Scottsdale, Pinnacle Conference Room, 7575 East Main Street, Scottsdale, Arizona.

Agenda
Scottsdale Tourism Development Commission
City of Scottsdale
Pinnacle Conference Room
7575 East Main Street, Scottsdale, Arizona
8:00 a.m. Tuesday, October 19, 2004

1. **Call to Order**
2. **Roll Call**

Margaret Dunn, Member	Sally Shaffer, Member
Jerry Gleason, Member	Ned Sickle, Vice Chairman
John Holdsworth, Member	Gordon Zuckerman, Member
Tom Morrow, Chairman	
3. **Approval of Minutes**

The Commission will be asked to review the draft minutes from the September 21, 2004 meeting.

Commission action by motion is requested. (Attachment 1)
4. **Bed-Tax Collection & Financial Reports**

Craig Clifford, Chief Financial Officer and Kathy Carlisle O'Connor, Tourism Development Manager

No Commission action required. (Attachment 2 and 2A)
6. **Scottsdale Convention & Visitor's Bureau Update**

Brent DeRaad, Scottsdale CVB

Information Item. No Commission action required.
7. **Desert Discovery Center**

Kathy O'Connor, Tourism Development Manager

Carla, Executive Director, McDowell Sonoran Land Trust; Rich Wetzel; Bob Cafarella, Preservation Director

Presentation on the history and current status of this project.

Information Item. No Commission action required.
9. **2004 Leisure Visitor Inquiry Study Report and Analysis**

Kathy O'Connor, Tourism Development Manager, Brent DeRaad, Scottsdale CVB

Discussion of study findings and implications.

Information Item. No Commission action required.
10. **FY 2003-2004 Year-End SCVB Performance Report**

Kathy O'Connor, Tourism Development Manager

Review of the year-end performance levels for the Scottsdale CVB.

Information Item. No Commission action required.

- 11. November 2, 2004 TDC Annual Retreat Agenda**
Review draft agenda
Kathy O'Connor, Tourism Development Manager
Information item. No Commission action required.
- 12. Administrator's Report**
Kathy O'Connor, Tourism Development Manager
Information item. No Commission action required.
- 13. Upcoming Events and Commission Business**
The next regularly scheduled meeting will take place, Tuesday, November 16, 2004
- 14. Public Comments**
- 15. Adjournment**